

UNLOCKSEO

Review Generation and
Reputation Management

Why Do Online Reviews Matter?



Online Reviews Matter to Consumers

Online content influences behavior, because consumers research your business.



97%

of consumers read
reviews for local
businesses



84%

of consumers trust online
reviews as much as
recommendations from
friends or family



7 out of 10

consumers will leave a review
when asked to do so.

Online Reviews Matter to *YOUR* Business

Greater quantity, better quality, and review recency all matter

Positive Review = new consumers and boost revenue



Each star increase leads to a
9% revenue increase for a restaurant

Negative reviews hurt your reputation

40 positive experiences to undo
1 negative review

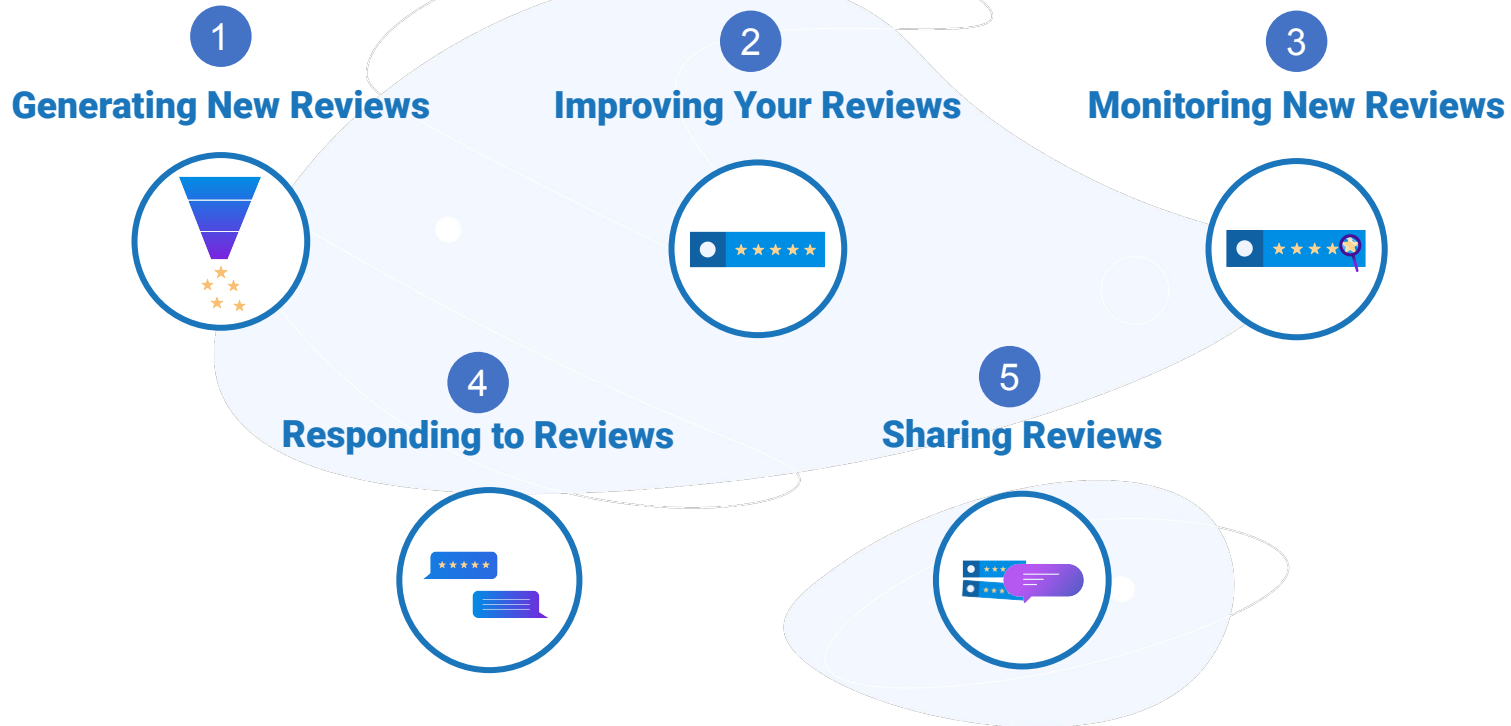
How you respond to reviews matters to potential customers



89% of consumers
read businesses'
responses to reviews

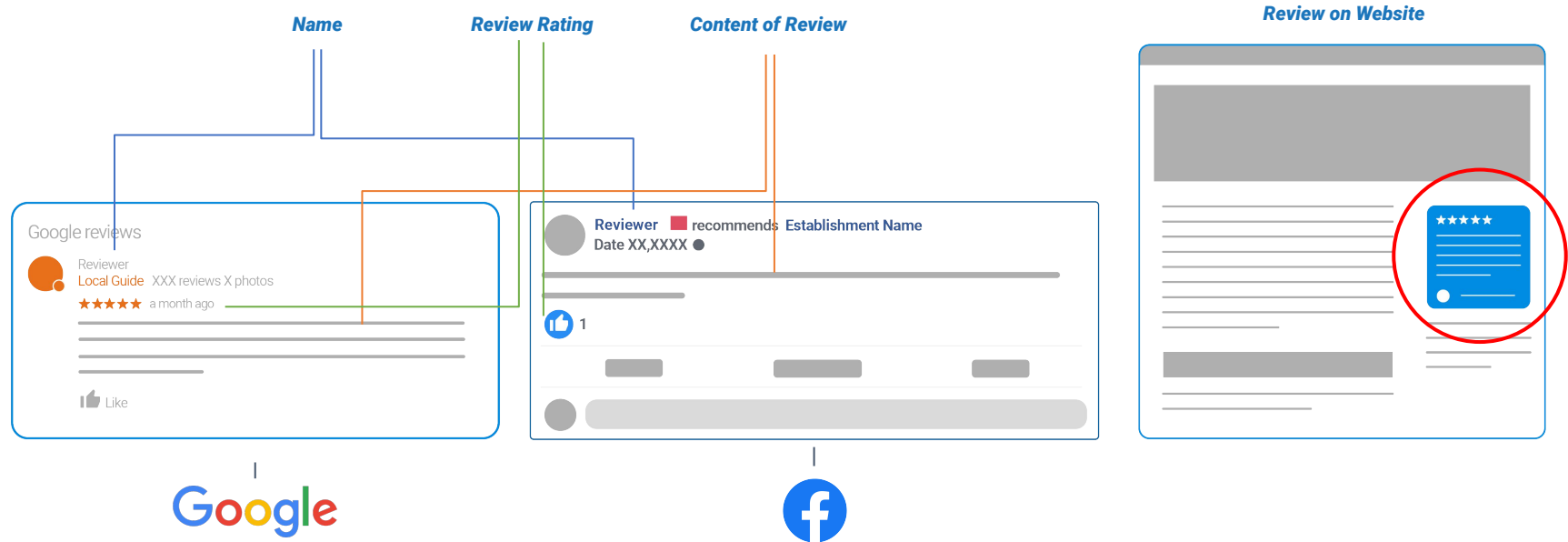
Online Review Challenges That You Face

5 key reputation pillars that shape how your consumers see you online.



What are Online Reviews?

Online reviews are how consumers are able to provide feedback for businesses on the internet.



Where To Get Online Reviews

There are numerous places online where you can see what's being said about your business.



UnlockSEO.com Review and Reputation Management



Online Review and Reputation Management

Get the reputation you deserve

Review Generation

**Get great reviews.
Boost your reputation.
Attract new customers.**



Review Monitoring

**Listen to customers.
Show that you care.
Win their loyalty.**



Review Sharing

**Showcase your reviews.
Share as posts on Facebook.
Stream to your website.**



Challenges You Face: Generating and Improving Reviews

Generating



Improving



Problem to solve: You need a steady stream of online reviews across Google, Facebook, and your industry's top review sites.

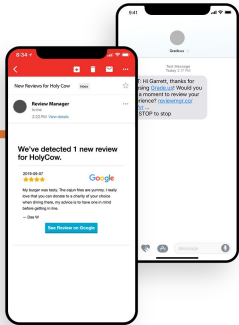
Solution: Provide customers with an easy review funnel path to writing a great online review on the review sites your prefer.

Experience: Customer receives an email or text that takes them to a website where they can easily choose a review site to write their review.

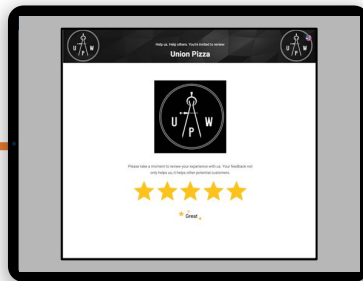
Measurement:

- Review volume
- Aggregate rating

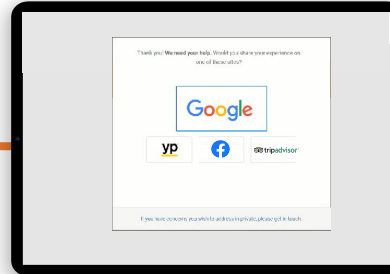
Review Request



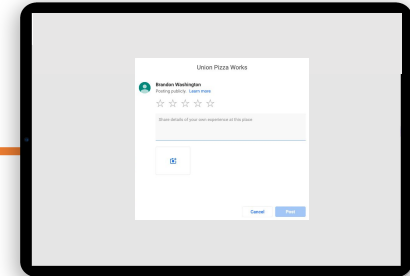
Review Landing Page



Choose a Review Site



Write a Review



Review Generation Campaigns

Step 1: Set Up Your Email Campaign

Customize send times, subject lines, content, personalization:

4 EMAIL TEMPLATES

First Contact Template Reminder 1 Reminder 2



How Did We Do?

Hi {contact_name},

Thanks for choosing {business-name}. We'd like to invite you to share your experience.

Your feedback is not only helpful to us, it helps others who are considering choosing us! Please click below to quickly and easily leave your review:

Review us Now

[Having trouble with the button? Click here instead](#)

Downtown Location

Step 2: Set Up Your Text Campaign

Customize send times, content, reminders:

3 SMS TEMPLATES

First Contact Template



MESSAGES

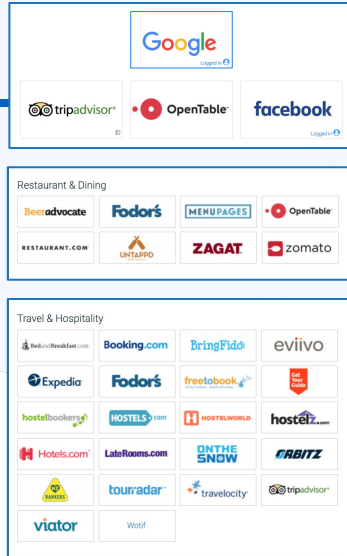
Downtown Location

{contact_name}, were you satisfied with your experience with Caleesi Designs (Demo)? Please take 30 seconds to leave us feedback here <https://plsrw.me/b77faa46>

...Text STOP to stop, HELP for help

Choose Your Online Review Sites

Step 1: Choose Your Online Review Sites

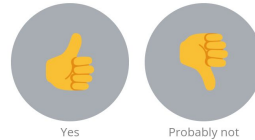


Step 2: Set up your review request landing page

CALEESI
DESIGNS

**Would you recommend us to your
friends and family?**

Your feedback helps us improve our business, and better serve you and others in the future!



Step 3: Choose Your Layouts

Enable Sentiment Check ☒ ⓘ

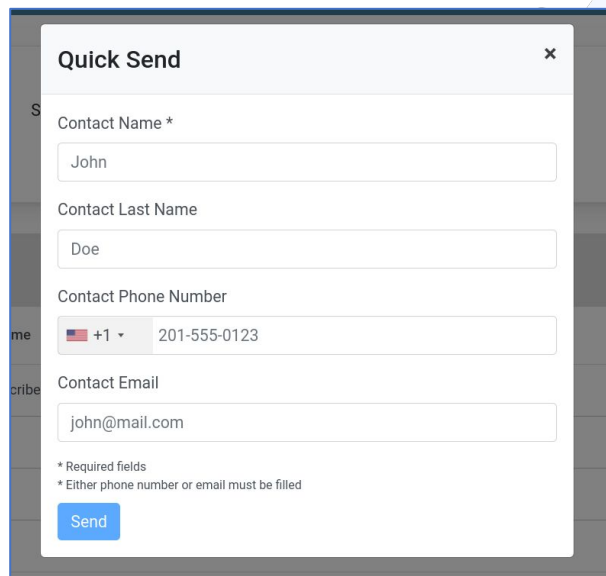
Type of Sentiment Check ⓘ



Adding Customers To Request New Reviews

Send review requests 4 ways:

One at a time in app:



Quick Send ×

Contact Name *

John

Contact Last Name

Doe

Contact Phone Number

+1 201-555-0123

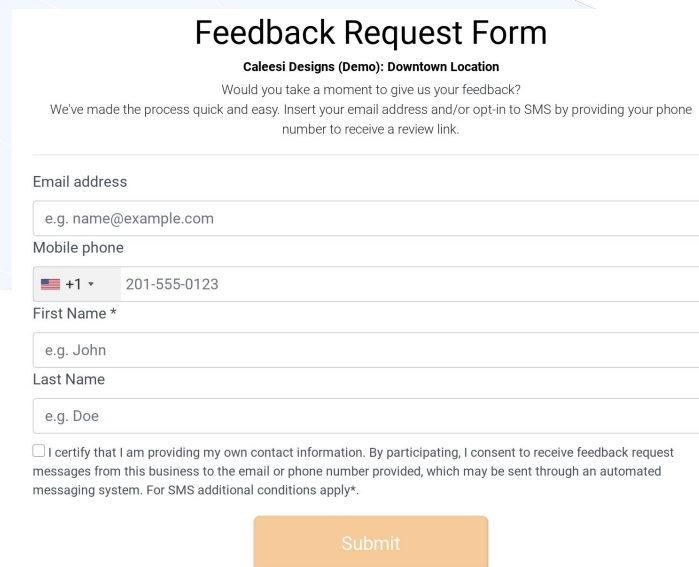
Contact Email

john@mail.com

* Required fields
* Either phone number or email must be filled

Send

One at a time from phone/tablet:



Feedback Request Form

Caleesi Designs (Demo): Downtown Location

Would you take a moment to give us your feedback?
We've made the process quick and easy. Insert your email address and/or opt-in to SMS by providing your phone number to receive a review link.

Email address

e.g. name@example.com

Mobile phone

+1 201-555-0123

First Name *

e.g. John

Last Name

e.g. Doe

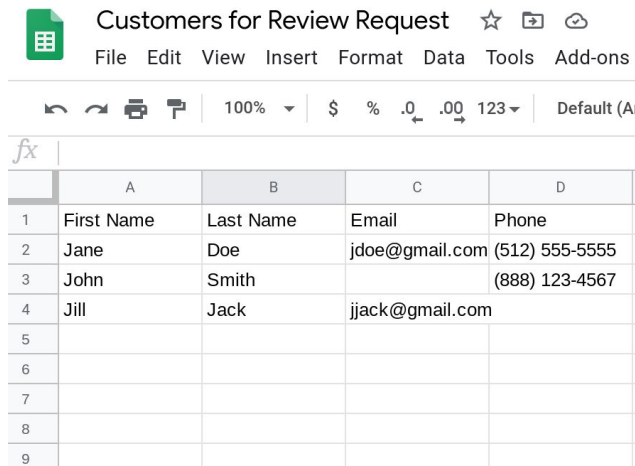
☐ I certify that I am providing my own contact information. By participating, I consent to receive feedback request messages from this business to the email or phone number provided, which may be sent through an automated messaging system. For SMS additional conditions apply*.

Submit

Adding Customers To Request New Reviews

Send review requests 4 ways:

Bulk Add via spreadsheet:



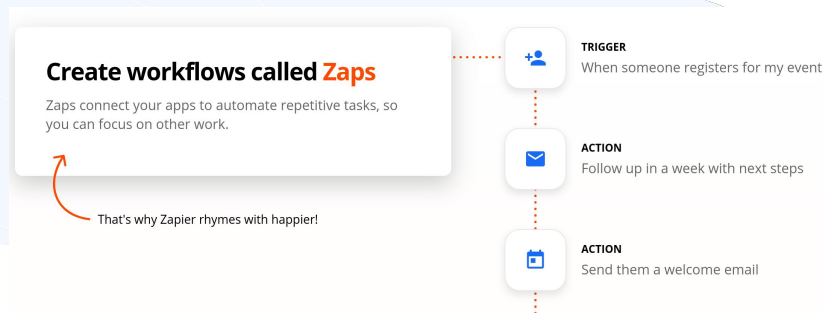
Customers for Review Request

File Edit View Insert Format Data Tools Add-ons

100% \$ % .0 .00 123 Default (A

	A	B	C	D
1	First Name	Last Name	Email	Phone
2	Jane	Doe	jdoe@gmail.com	(512) 555-5555
3	John	Smith		(888) 123-4567
4	Jill	Jack	jjack@gmail.com	
5				
6				
7				
8				
9				

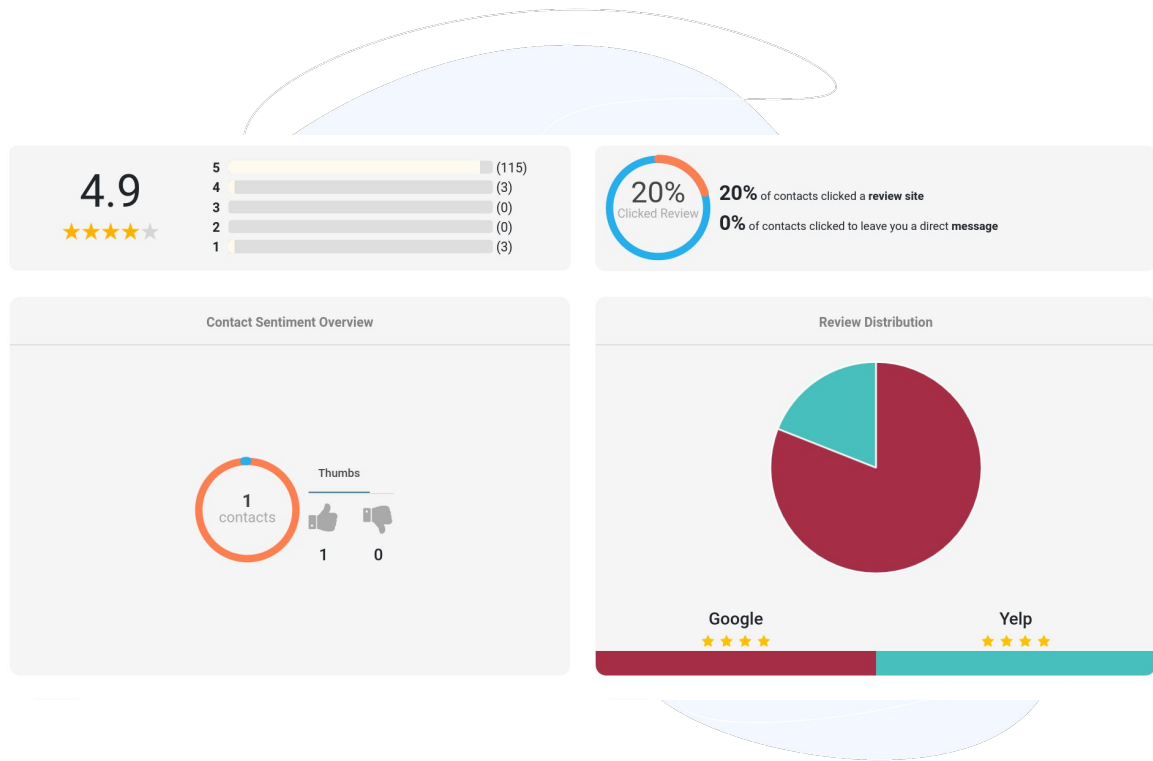
Automated sending via Zapier:



Reporting

Automated customized reports (top level and location level):

- Review volume
- Aggregate ratings
- Campaign reports
- Funnel click through reports



Challenges You Face: Sharing Your Great Reviews

Sharing



Problem: You need a way to use your user generated reviews as content in your marketing.

Solution: You can automatically share your best reviews on your company's Twitter channel, Facebook feed, and stream them on your own website.

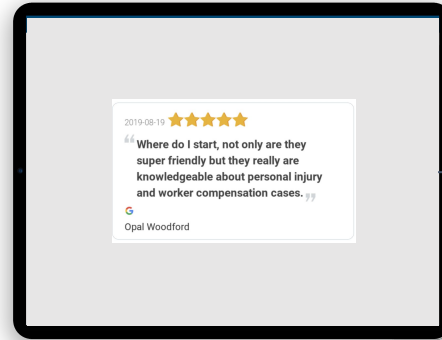
Experience:

- Configure your sharing settings and connect your social media accounts.
- Your team sends a positive response to resolve negative reviews and celebrate positive reviews.
- Anyone who follows you on social sees your great reviews.

Measurement:

- Increased social media followings
- Improved social media engagement
- Higher website traffic from social media

**Business shares
review on website and
social media**



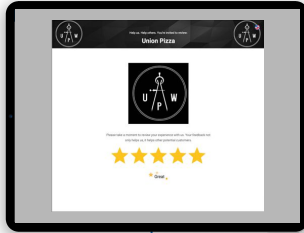
**Your
Website**

Timeline of an Online Review Journey

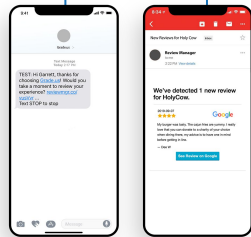
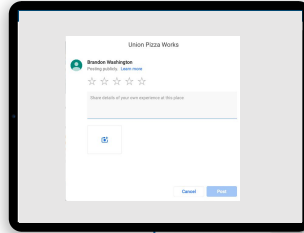
Customer

Business

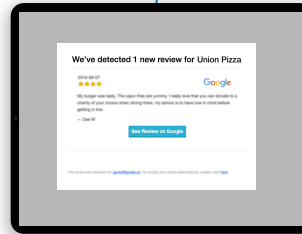
Customer visits review funnel



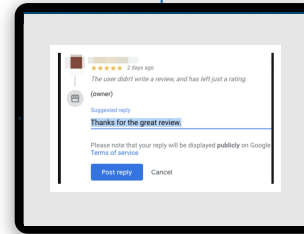
Customer writes review



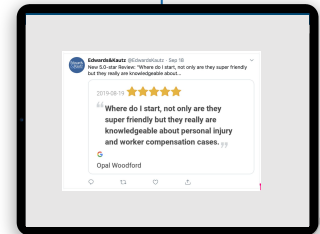
Business asks customer for review



Business receives review notification



Business responds to review on review site



Business shares review on social media and website

Business Case Study



One business generated
1,656 new reviews on f + Google
the **first 9 months** of using our platform

They increased their overall reviews by
630%, averaging 4.9 / 5 stars compared
to the previous average of **4.2 /5 stars**.

Thank you & Questions?

UnlockSEO

Jeff Bradt, jeff@unlockSEO.com